

Message Text

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ACTION ARA-14

INFO OCT-01 EB-07 ISO-00 USIA-15 /037 W
-----010824 210611Z /10

R 201507Z JUL 77

FM AMEMBASSY MEXICO

TO USDOC WASHDC

INFO SECSTATE WASHDC 3638

AMCONSUL BELIZE

AMEMBASSY BOGOTA

AMCONSUL CALI

AMEMBASSY CARACAS

AMCONSUL GUADALAJARA

AMEMBASSY GUATEMALA

AMCONSUL GUAYAQUIL

AMCONSUL HERMOSILLO

AMEMBASSY MANAGUA

AMCONSUL MARACAIBO

AMCONSUL MEDELLIN

AMCONSUL MONTERREY

AMEMBASSY PANAMA

AMEMBASSY QUITO

AMEMBASSY SAN JOSE

RUESALXAMEMBASSY SAN SALVADOR 1886

AMEMBASSY TEGUCIGALPA

ALL OTHER CONSULATES IN MEXICO (BY POUCH)

UNCLAS SECTION 1 OF 2 MEXICO 11995

FOR STERLING,OIM

E.O. 11652N/A

TAGS: BEXP,MX

SUBJECT: END OF SHOW REPORT: FURNITURE MANUFACTURING &
WOODWORKING EQUIPMENT EXH., U.S. TRADE CENTER, MEXICO CITY,
JULY 12-15, 1977

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1. NAME OF EVENT: FURNITURE MANUFACTURING & WOODWORKING
EQUIP. EXH.
2. PLACE & DATES: U.S. TRADE CENTER, MEXICO CITY, JULY
12-15, 1977
3. PARTICIPANTS: 23 (NTM-19, OTM-4)
- 3A. EXHIBITORS: 29 (NTM-24, OTM-5)
4. FLOOR SALES AT EXH., INCLUDING DOLLAR VALUE OF

MERCHANDISE TURNED OVER TO AGENTS & DISTRIBUTORS:

\$147,339, (NTM-\$108,339 - OTM-\$39,000)

5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS AS
RESULT OF THIS EXH.: \$2,128,000, (NTM-\$1,568,000,
OTM-\$560,000)

6. COMPANIES SEEKING REPS.: 15

7. REPS. SIGNED: 11

8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: 36

8A. LEADS: 159

9. COMPANIES SEEKING JOINT VENTURES OR LICENSEES: 2

10. JOINT VENTURES OR LICENSEES SIGNED: 0 (NONE)

10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED
DURING NEXT 12 MONTHS: 2

10B. LEADS: 4

11. SALES LEADS: 1,482, (NTM-887, OTM-595)

12. REGISTERED ATTENDANCE: 991

13. MARKETING OBJECTIVES SUMMARY:

A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 26
(NTM-21, OTM-5)

B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVES:
2, (NTM-2)

C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVES:
1, (NTM-1)

14. COMMENTS:

A. SUBJECT EXH. WAS FIRST FOR TRADE CENTER ON FURNITURE
MANUFACTURING THEME &, AS FAR AS WE CAN DETERMINE, A FIRST
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FOR ALL TRADE CENTERS. ALTHOUGH WOODWORKING WAS IMPORTANT
ELEMENT OF EVENT, MAJOR EMPHASIS WAS ON FURNITURE
APPLICATIONS AND OTHER INDUSTRIES USES OF WOODWORKING EQUIP.
WERE SECONDARY. COMBINATION OF SUCH ITEMS AS SEWING
MACHINES, FABRICS, GLASS FIBER REINFORCED PLASTIC PRODUC-
TION, FORMICA CUTTING EQUIPMENT & METAL TUBE BENDING EQUIP.
GAVE JUST ABOUT EVERYONE IN THE FURNITURE INDUSTRY
SOMETHING TO LOOK AT--AND BUY.

B. RESULTS WERE BETTER THAN EXPECTED. OF 15 EXHIBITORS
SEEKING REPRESENTATION, EIGHT ACTUALLY APPOINTED ONE OR
MORE REPRESENTATIVES DURING THE EXHIBITION AND ALL OF THE
REMAINDER EXPECTED TO APPOINT REPRESENTATIVES DURING THE
COURSE OF THE FOLLOWING 12 MONTHS. IMMEDIATE SALES OF
\$147,339 WERE ALSO VERY ENCOURAGING WITH 17 EXHIBITORS
HAVING REPORTED AT LEAST SOME DIRECT PURCHASES OR TRANSFERS
TO NEWLY APPOINTED REPRESENTATIVES. PROJECTED SALES OF
\$2,128,000 WERE PLEASANT SURPRISE, AS THIS WAS UNTESTED
THEME AND EARLY INDICATIONS WERE THAT EQUIPMENT MIGHT BE
TOO ADVANCED FOR MARKET IN SOME CASES. ATTENDANCE OF 911
CONSIDERED EXCELLENT RESPONSE FROM RELATIVELY SMALL
INDUSTRY. OUT OF TOWN ATTENDANCE OF 130 PARTICULARLY
HEARTENING. MOST HEAVILY REPRESENTED CITY OUTSIDE MEXICO

CITY WAS MONTERREY, WITH 23 VISITORS, FOLLOWED CLOSELY BY GUADALAJARA WITH 20 VISITORS. CONSULATES GENERAL IN MONTERREY AND GUADALAJARA CARRIED OUT EFFECTIVE PROGRAMS OF MAILINGS AND PERSONAL VISITS IN SUPPORT OF SHOW. ATTENDANCE FROM GUADALAJARA CONSULAR DISTRICT, OTHER THAN GUADALAJARA ITSELF, TOTALED 27. WE ALSO WELCOMED ATTENDANCE BY VISITORS FROM GUATEMALA (3), EL SALVADOR (2),

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FM AMEMBASSY MEXICO

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AMCONSUL BELIZE

AMEMBASSY BOGOTA

AMCONSUL CALI

AMEMBASSY CARACAS

AMCONSUL GUADALAJARA

AMEMBASSY GUATEMALA

AMCONSUL GUAYAQUIL

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AMCONSUL MARACAIBO

AMCONSUL MEDELLIN

AMCONSUL MONTERREY

AMEMBASSY PANAMA

AMEMBASSY QUITO

AMMBASSY SAN JOSE (BY POUCH)

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NICARAGUA (2) AND VENEZUELA (1). THERE WERE, IN ADDITION, EIGHT VISITORS FROM THE UNITED STATES.

C. SEMINAR ORGANIZED BY SHELDON SCHULTZ, PUBLISHER OF FURNITURE & WOODWORKING DIGEST, WAS VERY SUCCESSFUL PART OF PROMOTION. SEMINAR ATTRACTED 111 PERSONS, EVEN THOUGH IT WAS LARGELY EXHIBITOR PRESENTATIONS. MEXICAN AUDIENCE

WAS CLEARLY ANXIOUS TO LEARN ANY NEW TECHNOLOGY WHICH
WOULD HELP TO UPDATE DOMESTIC FURNITURE INDUSTRY WHICH IS
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LOOKED ON AS FUTURE EARNER OF FOREIGN EXCHANGE.
D. EXHIBITORS EXPRESSED GREAT SATISFACTION WITH
EXHIBITION AND EXCELLENT RESULTS. AMH INTERNATIONAL
PRESIDENT SAM GRIMALDO, FOR EXAMPLE, COMMENTED THAT SHOW,
AS USUAL, HAD "VERY STRONG POTENTIAL BUYERS" WHICH MADE
FOR "A SUCCESSFUL AND PROFITABLE" EVENT.
MR. GRIMALDO REPORTED IMMEDIATE SALES OF \$25,000 AND
PROJECTED SALES OF \$100,000 OVER THE FOLLOWING 12 MONTHS.
ANOTHER SATISFIED EXHIBITOR WAS HOWARD DILLON, LOCAL
REPRESENTATIVE FOR GLAS-CRAFT DIV. OF RANSBURG CORP.,
WHO REPORTED IMMEDIATE SALES OF \$27,000 AND PROJECTED
SALES OF \$150,000. MR. DILLON COMMENTED "WE HAD ABOUT
50 PERCENT MORE PEOPLE THAN WE HAD EXPECTED AND OUR
SALES PROSPECTS WERE MORE THAN WE HAD HOPED FOR."
E. SUCCESS OF THIS PROMOTION LEADS US TO RECOMMEND THAT
FURNITURE MANUFACTURING BE CONSIDERED FOR REPEAT IN TWO
TO THREE YEARS. LUCEY.

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